

# Blair Su

## UX & Service Designer

### About Me

I am a Service and UX Designer with an MFA in Service Design from SCAD, bringing a strong foundation in business administration. I blend strategic thinking, creativity, and technical expertise in UX research, visual design, and user experience with a focus on human-centered design.

### Experience

#### Research Co-Lead & UX Designer - BMW × SCAD Project, GA

Mar 2024 – May 2024

- Led UX research efforts to develop an innovative mixed reality marketing campaign, combining user insights with cutting-edge VR technology to enhance customer engagement.
- Collaborated with cross-functional teams to prototype and test immersive user experiences, delivering research-backed strategies that informed BMW's marketing decisions.

#### UX Designer & Researcher - Deloitte × SCAD Project, GA

Jan 2024 – Mar 2024

- Conducted UX research and design for a gamified recruitment experience, leveraging innovative strategies to attract and engage potential candidates.
- Collaborated with Deloitte teams to integrate user-centered design into the development of a creative, immersive recruitment platform, enhancing the overall user journey.

#### Web Development in Java Supervised by Prof Victor Adamchik(USC)

Oct 2021 – Nov 2021

- Understood the front-end and back-end of website development by studying cases and then designed cutting-edge web pages using specialized software
- Participated in front-end programming: designed the core function and algorithm of the scientific calculator using eclipse and tested its feasibility
- Reviewed extensive calculator algorithms online and repeated functional tests of them

#### Intern at Securities Business Department - Harbin, China

Oct 2020 – Dec 2020

- Organized customer files and collected more than one thousand customer documents and suggestion
- Prepared financial statements and sorted statistical data to track customer activity, and finally set up a financial plan accordingly

### Education


#### B.S Business Administration

The University of North Carolina at Pembroke,  
Sep 2019 – May 2021

#### MFA Service Design

Savannah College of Art and Design,  
Sep 2023 – Now

### Contact

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### Skills

#### Figma



#### Microsoft Office Suite



#### Problem Solving



#### Team Leadership



#### Excellent communication skill



#### Research



### Certification

#### Chancellor's, Honors list (UNCP)

Spring 2021

#### Chancellor's, Honors list (UNCP)

Fall 2020

#### Chancellor's, Honors list (UNCP)

Fall 2019

### Awards

#### Indigo

Interaction Design, Gold Winner 2024  
Product or Gadget Design, Gold Winner 2024  
UX, Interface & Navigation Category,  
Gold Winner 2024  
Apps Category, Silver Winner 2024  
Mobile App Category, Bronze Winner 2024